

Message Text

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ACTION EB-11

INFO OCT-01 EUR-25 IO-14 ISO-00 AGR-20 CEA-02 CIAE-00

COME-00 DODE-00 FRB-02 H-03 INR-10 INT-08 L-03 LAB-06

NSAE-00 NSC-10 PA-04 RSC-01 AID-20 CIEP-02 SS-20

STR-08 TAR-02 TRSE-00 USIA-15 PRS-01 SPC-03 FEA-02

OMB-01 SAM-01 DRC-01 /196 W
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R 301654Z JAN 74

FM AMEMBASSY ROME

TO SECSTATE WASHDC 3003

INFO USMISSION EC BRUSSELS

USMISSION GENEVA

LIMITED OFFICIAL USE ROME 1409

E.O. 11652: N/A

TAGS: GATT, ETRD, IT

SUBJECT: SUNKIST ASSISTANCE TO ITALIAN CITRUS INDUSTRY

PASS STR AND AGRICULTURE

REF: BRUSSELS 0581#

1. THE SUNKIST DRAFT CONTRACT REFERRED TO IN REFTEL STILL STANDS IN PRINCIPLE. SUNKIST (ATTORNEY JULIAN HERON, WASHINGTON, D.C., ACTING FOR SUNKIST) ON NOVEMBER 6, 1973, AGREED TO DELETION OF ART. 7 SECTION ONE (ITALIAN IMPORTS OF U.S. CITRUS) AS A PROVISION. NO OBJECTION SHOWING THIS DRAFT CONTRACT TO AMB. BOMBASSEI.

2. SUNKIST EXPERT/CONSULTANT O.K. BURMAN TOGETHER WITH DR. CACCIAGUERRA OF AGATT OFFICE ROME EARLY DECEMBER VISITED SICILY AND CALABRIA TO STUDY AVAILABILITY FRESH ORANGES AND JUICES. THEY SATISFIED THEMSELVES AS TO THE VALIDITY OF SUNKIST PROJECT TO BUY ITALIAN ORANGES AND/OR JUICE AND MARKET THESE IN
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NORTHERN EUROPE. THIS CONFIRMED BY CABLE TO JANUARY 18 FROM

SUNKIST AS FOLLOWS:

QUOTE SUNKIST REMAINS COMMITTED ON ITS END OF TENTATIVE AGREEMENT WITH THE ITALIANS AS SOON AS THE DUTY REDUCTION IS CONFIRMED AS BEING REDUCED TO 4 PERCENT FROM MARCH THROUGH OCTOBER 15 PER OUR UNDERSTANDING OF THE AGREEMENT WITH THE ITALIANS INVOLVING PROCESSED PRODUCTS WHICH WE UNDERSTAND IS SOMEWHERE IN THE NEIGHBORHOOD OF DLRS 30,000 ANNUALLY - THIS IS CONCURRED IN BY ROY UTKE, PRESIDENT OF SUNKIST GROWERS, RUSS HANLIN, VICE PRESIDENT OF PRODUCTS, AND MYSELF AS WE UNDERSTAND THE ARRANGEMENT DESCRIBED BY DON MCMILLEN. WE URGE PROMPT AGREEMENT BY THE ITALIANS AND WILL DO OUR BEST TO FOLLOW COMMITMENTS AS RELATED. MERV BROWN VICE PRESIDENT, GOVERNMENT AFFAIRS UNQUOTE.

3. OBSERVATION: IF OUR EFFORTS IN 24:6 NEGOTIATIONS SHOULD ACHIEVE DESIRED RESULTS SUNKIST STILL WOULD HAVE TO FIND RELIABLE AND COOPERATIVE SUPPLIERS TO BUY FROM AND ENTER INTO CONTRACT WITH, BUT WE BELIEVE THIS FEASIBLE.

4. ON JANUARY 29, HERON CALLED AGATT TO CONFIRM SUNKIST'S READINESS TO ACT IMMEDIATELY IN ITALY AS SOON AS FAVORABLE OUTCOME ON CITRUS UNDER 24:6 REACHED.

5. FOR BRUSSELS: IN CASE ABOVE DEEMED INSUFFICIENT WE COULD REQUEST SUNKIST TO CONFIRM EVEN IN GREATER DETAIL THEIR COMMITMENT.

6. FOR FAS: PLEASE DISCUSS RELEVANT MATTER WITH SUNKIST SO AS TO KEEP THEM INFORMED ON DEVELOPMENTS. VOLPE

NOTE BY OCT: BRUSSELS 581 NOT RECEIVED BY OCT.

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Message Attributes

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Disposition Approved on Date:
Disposition Authority: golinofr
Disposition Case Number: n/a
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Disposition Date: 28 MAY 2004
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Disposition History: n/a
Disposition Reason:
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Executive Order: N/A
Errors: N/A
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